

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Microsoft Corporation

Application No./Patent No.: 10/731,571 Filed/Issue Date: December 9, 2003

Entitled: SCHEME LEVERAGING KNOWLEDGE GAINDE OF A CUSTOMER'S COMPUTER SYSTEM TO SUGGEST POSSIBLE PRODUCTS AND SERVICES OF INTEREST

Microsoft Corporation

(Name of Assignee)

a corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignments were recorded in the United States Patent and Trademark Office at Reel ____, Frame ____; or for which a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

Henrickson, David L.; St. Pierre, Christa;
Aganovic, Zijad F.

EISENWORLD, INC.

1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel 014786 **Frame 0844** , **Reel 010429, Frame 0437** or for which a copy thereof is attached.

2. From: EISENWORLD, INC. To: APPTIMUM, INC.
The document was recorded in the United States Patent and Trademark Office at
Reel 019682 **Frame 0344** , or for which a copy thereof is attached.

3. From: APPTIMUM, INC. To: MICROSOFT CORPORATION
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.
[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee pursuant to the accompanying copy of an executed General Power of Attorney (PTO/SB/80).

October 5, 2007

Date

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Typed or printed name

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Signature

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Title